

## **PUBLICITY AND EDUCATION**

Publicity and Education (P&E), along with used oil and filter collection, is the backbone of your Used Oil Grant Program. The target audience is the do-it-yourselfer (DIYer) oil changer in your community.

### **P&E**

P&E materials and items include premiums, written materials, signs, presentations, and radio and television ads. P&E materials and items must meet the requirements discussed below to be eligible for funding. An audit finding that your material(s)/item(s) is ineligible may require you to refund grant funds. Contact your Grant Manager if you have any questions about the eligibility of your proposed P&E materials and items.

If you are looking for ideas for P&E materials and items, CIWMB staff have reviewed more than 2,000 which have been submitted over the years and have selected a group of 75+ which we believe have particular merit. Not all items meet the current requirements, but collectively they exhibit ideas, design messages, or product usage that may be of interest to you. These items may be viewed on our website [www.ciwmb.ca.gov/HHW/Clearinghouse/info.htm](http://www.ciwmb.ca.gov/HHW/Clearinghouse/info.htm).

### **Premiums**

Premiums can be an integral part of outreach efforts; however, you should not spend time buying and distributing premiums at the expense of other program areas unless you have completed a planning process that shows a premium give-away is an effective way to reach your community's DIYers (refer to the CIWMB sponsored *Finding Your Way Through The Evaluation Maze* guidebook).

Premiums must be items that are appropriate for your target audience. Any item directly used by your target audience to serve as a "prompt" to recycle used oil when changing oil is a good candidate for a premium. Examples include used oil containers, oil funnels, shop rags, fender covers, and oil change mats (cardboard creepers). Other items used during vehicle use or maintenance may also be an effective premium, such as tire gauges, sunshades, key chains, and versatile tools. Items not used directly by your target audience during vehicle maintenance, for example golf balls, piggy banks, yo-yo's, stress balls, rain gauges, beanie babies, etc., may be less desirable as effective premiums. However, if your target audience is school age children, acceptable premiums/publicity items may include age-appropriate items.

### **Minimum Requirements for P&E Materials and Items**

To qualify as an eligible cost, P&E materials and items must meet the following minimum requirements. They:

1. must directly relate to and/or be used for used oil and filter collection and recycling needs;
2. must include the Used Oil Drop Logo with the verbiage “Recycle Used Oil” (in Spanish, “Recicle Aceite Usado”). If printing in full color, the oil drop color shall be Yale Blue Pantone 286C, and the background wave shall be Golden Yellow Pantone 123C;
3. must include an action step – either a list of used oil/filter collection locations, or a 24-hour hotline number. (Use the 1-800-CLEANUP number [or Earth 911 Web site] if your jurisdiction does not maintain its own 24-hour hotline.) When Certified Centers are listed, include the following language: “Call Center for hours of operation and quantities accepted.” All wording and logos must be clearly displayed and/or sized;
4. must include an acknowledgement of CIWMB funding that reads: “Funded by a Grant from the California Integrated Waste Management Board” (in Spanish, “Financiado por una beca del California Integrated Waste Management Board,” or alternatively, “Patrocinado por fondos del California Integrated Waste Management Board”). Exception: the acknowledgement line is not required on small items (e.g., pencils, pens, magnets, tire gauges, etc.) where space constraints would not allow for this line, or if it would interfere with getting the Used Oil message across. All wording and logos must be clearly displayed and/or sized;
5. must be appropriate for the target audience (refer to the *Finding Your Way Through The Evaluation Maze* guidebook);
6. with the exception of printing and writing paper, must have at least fifty percent (50%) recycled content, preferably with ten percent (10%) of that being postconsumer waste. All printing and writing paper must have at least thirty percent (30%) recycled content all of which must be postconsumer waste. (If you cannot find such a product, before you purchase a non-conforming product, notify your Grant Manager in writing and detail the steps you took to locate a conforming product, and why a different item(s) with recycled content is not applicable to your needs. Your Grant Manager must approve any exceptions in writing.);
7. (for Premiums) must be durable and not likely to be disposed of in a short time (e.g., balloons); and
8. (for Premiums) must not contribute to the Household Hazardous Waste (HHW) stream (e.g., any item containing batteries or mercury).

Exceptions to the P&E requirements may be considered on a case-by-case basis. These requests must be submitted in writing and approved in writing by your Grant Manager. The Grantee is responsible for retaining documentation of any exceptions to these requirements for audit purposes.

### **Submit Copies of P&E Materials**

Provide one (1) original premium, or two (2) originals of all other P&E materials and items with the applicable Progress Report. If it is a large item (container, oil change mat, or any item that cannot fit into a legal dimension archive box) two (2) photographs, taken from different angles are sufficient. For videos and radio ads provide the following:

- videos – one (1) copy in VHS format; and
- radio ads – one (1) copy on cassette tape or CD-ROM.

### **P&E Approval Options**

Past cycles have required pre-approval from the Grant Manager for all P&E materials and items. In an effort to make the administration of this cycle more efficient and thereby maximize grant funds, the CIWMB is authorizing an alternative option to the pre-approval process. Under this option (Option) the Grantee will not be required to obtain pre-approval from the CIWMB Grant Manager for certain qualifying P&E items/materials, including premiums and written materials (e.g., print ads/brochures, flyers, etc.). The CIWMB reserves the right to revise this Option. Further, the Option may be withdrawn if the Grantee does not comply with the conditions set forth below.

P&E materials and items that do not qualify for the non-approval option, must obtain written approval from your Grant Manager prior to incurring the expense.

### **Option**

The Grantee does not need to obtain pre-approval of its P&E items/materials if the following Conditions and Minimum Eligibility Requirements are met.

#### **A. Conditions**

The Grantee must:

1. submit a signed Publicity and Education Verification Form (see Attachment) with the applicable Progress Report. This verification states that the Grantee's applicable P&E items/materials meet the Minimum Requirements set forth below;

2. submit one (1) original of each premium item two (2) originals of all other P&E materials and items with the applicable Progress Report. If it is a large item (container, oil change mat, or any item that cannot fit into a legal dimension archive box) two (2) photographs, taken from different angles are sufficient; and
3. maintain at least one (1) of each of these P&E items/materials with its project files for audit purposes.

## **B. Minimum Eligibility Requirements**

The P&E materials and items must:

1. meet the **Minimum Requirements for P&E Materials and Items** set forth above; and
2. for premiums the cost may not exceed six dollars (\$6) for a single premium item or one hundred thousand dollars (\$100,000) for a quantity of the same premium item. (Dollar caps are not being imposed on print ads/brochures, flyers and other similar forms of advertisement at this time.)

## **P&E Items/Materials Not Eligible for the Option**

Grant Manager pre-approval is required for:

1. P&E items/materials that do not meet the Minimum Eligibility Requirements, as set forth above;
2. P&E items/materials that have other than a used oil recycling message, (e.g., storm water related issues, HHW, Pollution Prevention, and other non-Used Oil Recycling Programs); and
3. All radio and television ads/scripts.

## **P&E Combining Used Oil With Other Environmental Programs (Grant Manager Pre-Approval Required)**

### **A. Stormwater Mitigation Program**

P&E of your stormwater mitigation program is an eligible expense. No more than fifty percent (50%) of your Block Grant can be used towards total stormwater mitigation expenses, including cost of stormwater filter purchase and maintenance, stenciling, personnel, and P&E.

## **B. HHW, Pollution Prevention, and Recycling Programs**

The above programs may be incorporated with your used oil recycling message. The funding level for P&E for these programs will be determined on a case-by-case basis by your Grant Manager. To be eligible for any funding, the proposal must meet the minimum requirements for used oil P&E, and clearly support all of the key components of the Block Grant program (used oil collection, oil filter collection, P&E, and program evaluation).

### **School Presentations (Grant Manager Pre-Approval Required)**

School presentations include one-time or annual presentations that are made to classes, school assemblies, school clubs, and PTA's. To obtain approval for a school presentation, submit either a script, or a video (in VHS format), or a summary of the presentation to your Grant Manager for review prior to giving the school presentation.

### **Curricula**

**Developing or customizing your own school curricula is not an acceptable use of Block Grant funds.**

The CIWMB recommends and distributes the following curricula free of charge to teachers who attend training workshops:

*Earth Resources--A Case Study: Oil*—appropriate for 7-12 grades.  
*Closing the Loop: 2000 edition*—appropriate for K-6 grades (this unit includes HHW specific lessons for both the K-3 grade level and the 4-6 grade level).

Allowable costs include:

- promotion of training to local school staff and teachers;
- meeting room expenses;
- staff developer (trainer) costs;
- travel;
- teacher expenses for attending training workshops (including costs for substitute teachers); and
- photocopying, and materials expenses.

The CIWMB has copies of these curricula and funding available to cover the expenses of staff developers. To schedule a workshop in your area, please contact the CIWMB's Office of Integrated Education for your area at [www.ciwmb.ca.gov/Schools/Contacts/default.htm](http://www.ciwmb.ca.gov/Schools/Contacts/default.htm).

The CIWMB also provides the *Environmental Education Compendium for Integrated Waste Management and Used Oil* that presents a summary and review of available environmental education curricula. There are two sections in the compendium. The first deals with curricula addressing integrated waste management and may be a valuable resource to local government staff developing programs on solid waste issues; however, this should not be considered a resource for used oil grant funded programs. The second section is devoted to used oil and HHW curricula. Grant Managers must pre-approve expenses related to purchasing and distributing curriculum from this compendium and other existing curricula.

It is important to review all school education projects with your Grant Manager prior to their implementation. It is also critical that school administrators and/or teachers be involved in the planning of school education programs.

### **Board Acknowledgment on Equipment**

On all large pieces of equipment purchased with Grant funds, attach a sign that displays the “used oil drop” logo including the text “Recycle Used Oil” and “Funded by a grant from the California Integrated Waste Management Board.” These signs are available from the CIWMB at no cost. If you want to develop your own sign, your Grant Manager must approve it.

### **Ownership of Copyrights, Trademarks, Patents, Etc.**

All material produced with Grant funds, including those created by a contractor, vendor, or subcontractor, is the property of the CIWMB. For additional information, consult the Copyrights & Trademarks section of the Terms and Conditions of the Grant, or contact your Grant Manager.

### **Additional Tips on "Audit Proofing" your Publicity and Education Expenses**

- If using a contractor for your P&E materials, give them a copy of these P&E requirements when designing the initial product.
- For non-English P&E items, please utilize the service of a qualified translator.

## **RESOURCES**

### **Community Based Social Marketing**

While conventional marketing can help create public awareness, a new marketing technique known as community based social marketing helps you identify and overcome barriers to long-lasting behavior change. Studies show that information alone is not enough to convince people to recycle. Using community based social marketing techniques will provide you with tools to foster positive recycling behavior changes in your jurisdiction.

For additional information on the promising outreach method of community based social marketing, see the informative website at [www.cbsm.com](http://www.cbsm.com). Books with specific outreach and evaluation strategies include *Fostering Sustainable Behavior – An Introduction to Community Based Social Marketing* by Doug McKenzie-Mohr and William Smith; and *Social Marketing – Improving the Quality of Life* by Philip Kotler, Ned Roberto, and Nancy Lee.

### **1-800-CLEANUP**

If your jurisdiction does not maintain its own 24-hour collection center location hotline, the CIWMB encourages you to incorporate the 1-800-CLEANUP hotline number in all your public outreach materials. The 24-hour hotline, maintained by Earth's 911, also provides information on community recycling locations, composting, energy conservation, and HHW. The same information is provided on their website at [www.1800cleanup.org](http://www.1800cleanup.org) (alternately, you can also use [www.earth911.org](http://www.earth911.org)). Collection center location information can become obsolete if it is not periodically updated. We recommend that you update your collection center information for your local jurisdiction by using Earth's 911 User Interface that allows recycling/HHW coordinators to edit community data in the Earth's 911 database. When you make these edits they are incorporated into both the hotline and the website databases. In order to edit your jurisdiction's information, you must first have a password to gain access to the editing features. To obtain a password and access, log onto [www.1800cleanup.org](http://www.1800cleanup.org) (or [www.earth911.org](http://www.earth911.org)), then use the "State/Local Agency" "Click Here to Login" link. Follow the directions to obtain your password and access to the website – it's fast and simple to update your jurisdiction's information.

In addition to being an excellent resource for DIYers locating a collection center, the [www.1800cleanup.org](http://www.1800cleanup.org) website offers video and radio PSAs for you to review and order free of charge.

### **Examples of P&E Materials at the CIWMB Clearinghouse**

The CIWMB maintains a clearinghouse of P&E materials produced through the used oil and HHW grants. Examples of available items (including Spanish/English brochures, fliers, utility bill inserts, door hangers, posters, coloring books, funnels, beach bags, PSA videos, various premium items, etc.) can be found at [www.ciwmb.ca.gov/HHW/Clearinghouse](http://www.ciwmb.ca.gov/HHW/Clearinghouse).

### **American Petroleum Institute (API)**

Their website address is: [www.recycleoil.org](http://www.recycleoil.org)

You can find interesting facts and information about recycling oil and rerefined oil at: [www.recycleoil.org/usedoil\\_faqs.htm](http://www.recycleoil.org/usedoil_faqs.htm).

### **Certified Center Assistance**

You can find the forms and information you need to assist your Used Oil Certified Centers at: [www.ciwmb.ca.gov/HHW/Forms](http://www.ciwmb.ca.gov/HHW/Forms)

### **Evaluation**

The *Evaluation and Assessment Workbook* will help you evaluate the effectiveness of your P&E efforts. Contact your Grant Manager for a workbook copy.

**General Reference Material**

The “Local Program Resource Binder” has information and tools for you to use in preparing your P&E materials, assisting certified used oil collection centers, and much more. Contact your Grant Manager for a copy.

**Graphics**

The “used oil drop” logo as well as other logos and graphics can be obtained from the CIWMB website at: [www.ciwmb.ca.gov/UsedOil/Graphics](http://www.ciwmb.ca.gov/UsedOil/Graphics).

**Recycled Content Products**

The CIWMB’s Recycled Content Product Database website lists over 6,500 products and more than 2,000 manufacturers and distributors of these items. Searches of materials, products, and businesses can be limited by company name, product type, and percentage of recycled content. The website is: [www.ciwmb.ca.gov/RCP](http://www.ciwmb.ca.gov/RCP).

**Used Oil Facts**

You can find facts to include in your public education materials at: [www.ciwmb.ca.gov/UsedOil/Facts.htm](http://www.ciwmb.ca.gov/UsedOil/Facts.htm).

**US EPA**

This website provides information on a number of topics including air, water, waste, pesticides, pollution prevention for auto repair shops, and fleet maintenance, etc. Free copies of fact sheets and videos are available at: [www.epa.gov/region09](http://www.epa.gov/region09).

**Vendor Lists**

The CIWMB has a database of vendors for such things as collection containers, oil tanks, premiums, etc. These lists do not constitute an endorsement, but are provided as a starting point. The State and the CIWMB make no warranty, express or implied, and assume no liability for the information contained in the text. Copies of these vendor lists can be found at: [www.ciwmb.ca.gov/UsedOil/Grants/Resources/Vendors](http://www.ciwmb.ca.gov/UsedOil/Grants/Resources/Vendors).

**Waste Reduction and Recycling Policies**

Samples of waste reduction and recycling policies can be found at the following CIWMB website: [www.ciwmb.ca.gov/BuyRecycled](http://www.ciwmb.ca.gov/BuyRecycled).



## **PUBLICITY AND EDUCATION VERIFICATION FORM**

Grantee's Name: \_\_\_\_\_

Grant Number: \_\_\_\_\_

This form certifies that each of the Grantee's Publicity and Education items and materials, for which pre-approval was not obtained from the CIWMB Grant Manager, meets the following Minimum Requirements:

1. is directly related to and/or used for oil and filter collection and recycling needs;
2. includes the CIWMB's Used Oil Drop Logo with the verbiage "Recycle Used Oil" (in Spanish, "Recicle Aceite Usado"). Logo available on website: [www.ciwmb.ca.gov/UsedOil/graphics/](http://www.ciwmb.ca.gov/UsedOil/graphics/). For color printing, the oil drop color is Yale Blue Pantone 286C, and the background wave is Golden Yellow Pantone 123C;
3. includes an action step – either a list of used oil/filter collection locations, or Grantee's 24-hour hotline number, the 1-800-CLEANUP number or the Earth's 911 website: [www.earth911.org/](http://www.earth911.org/). Where used oil/filter collection locations are listed, the following language is included: "Call Center for hours of operation and quantities accepted." All wording and logos are clearly displayed and/or sized;
4. includes an acknowledgement of the CIWMB funding that reads: "Funded by a Grant from the California Integrated Waste Management Board" (in Spanish, "Financiado por una beca del California Integrated Waste Management Board," or alternatively, "Patrocinado por fondos del California Integrated Waste Management Board"). Exception: The acknowledgement line is not required on small items (e.g., pencils, pens, tire gauges, magnets, etc.) where space constraints did not allow for this line, or where it interfered with getting the Used Oil message across. All wording and logos are clearly displayed and/or sized;
5. is appropriate for the target audience (refer to the CIWMB sponsored *Finding Your Way Through the Evaluation Maze* guidebook);
6. with the exception of printing and writing paper, has at least fifty percent (50%) recycled content, and where possible with ten percent (10%) of that being postconsumer waste. All printing and writing paper have at least thirty percent (30%) recycled content all of which must be postconsumer waste. (For such products that could not be found, the Grant Manager was notified in writing and informed as to the steps the Grantee took to locate the product(s), and why a different item(s) with recycled content was not applicable to the Grantee's needs. The Grant Manager approved these exceptions in writing);
7. (for premiums) is durable, and not likely to be disposed of in a short time (e.g., balloons);
8. (for premiums) do not contribute to the Household Hazardous Waste stream (e.g., any item containing batteries or mercury); and
9. (for premiums) does not exceed six dollars (\$6) for a single premium item, or one hundred thousand dollars (\$100,000) for a quantity of the same item.

I verify on behalf of the Grantee, that all of the above requirements, as applicable for the material/item, have been met for each eligible Publicity and Education item/material, which did not receive Grant Manager pre-approval.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

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